



**SportAssist**  
**Activity Booklet**  
**Event Planning &**  
**Management**





**Activity Booklet**  
**Event Planning & Management**

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## Activity Booklet

### Event Planning & Management



#### Introduction

*"Events are the lifeblood of sport".*

Competition is the principal purpose behind the years of training and preparation for athletes and coaches.

For an athlete to compete on home soil provides a further incentive to excel. An event at home can also be the catalyst for broader success - the chance to introduce the sport to new participants, and increase profile, funding, facility provision, influence and prestige, both at home and abroad.

There are many interested parties to satisfy, each with a different agenda: national federations, Regional Sporting Organisations, athletes, promoters, media, the public, local authorities and sponsors. These diverse stakeholders converge increasingly around the theatre of live sport and its unique capacity to create community pride, and commercial promise.

It is equally important not to lose sight of the fact that at the centre of any event is the sport itself; the athletes, coaches and support teams who remain the traditional owners of sport. It is they who must support an event from the outset.

It is also essential that **any event you aspire to host will be a boost to the long-term development strategy of your sport** - not an expensive distraction from it.



Are you sure you want to hold an event?



Why put yourself, your sport, your colleagues, your community, even your friends and family, through the stress, hard work, and risk involved? Without a doubt, this is the first and most important question to face.

This workshop attempts to help you answer that key question and enables you to examine the demands that will be placed on you and your organisation if you decide to proceed and stage a sporting event.

It is not intended as a blueprint for event organisation, but a guide to helping you make informed decisions about what you are doing and why. Its aim is to make you consider the relevant areas and key questions, as a means of guiding you in your event planning process.

Sporting events vary widely in their goals, budget and scale, and each will inevitably throw up its own specific problems. This resource is not intended to provide individual solutions for every potential scenario; rather, to highlight issues that you must address before commitments and decisions are made in order to deliver a successful event.

## Event Management- An Overview

1

### Developing a Concept

What ideas do we have for an event?  
 Who is it for?  
 What are our objectives?  
 How do we gain approval?  
 Is it ethical?  
 How can we add value to the event?  
 How much do we know about previous events?  
 Do we have the staff and the know how?  
 Do we have sufficient time?  
 Do we have the resources, support and the facilities?  
 Is it feasible?

2

### Planning the Event

Content  
 Time line  
 Resources  
 Venue/Location  
 Equipment  
 Timing/Schedule  
 Budget- to include  
 Funding/Sponsorship  
 Health & safety  
 Risk analysis  
 Event management structure  
 Staff & role allocation  
 Administration  
 Promotion/Publicity  
 Contingency plan  
 Communication  
 Security  
 Entertainment and catering  
 Planning meeting schedule  
 Event checklist

4

### Evaluation

How did it go?  
 What could we do better next time?  
 How can we gather feedback on the event?  
 How will we use the information gained?  
 Have we added value to the event?  
 How could we capitalise on a successful event and can we cope if the sport grows?

### Running the Event

Pre event staff meeting  
 Role confirmation  
 Set up  
 Timetables  
 Public Address System  
 Trouble shooting  
 Competition format sheets ( if appropriate)  
 Clearing away after the event

3







## Activity 2- "Nuts & Bolts of Event Planning & Management"

### (a) "Project Team Profile"

Profiling your team members is a useful way to;

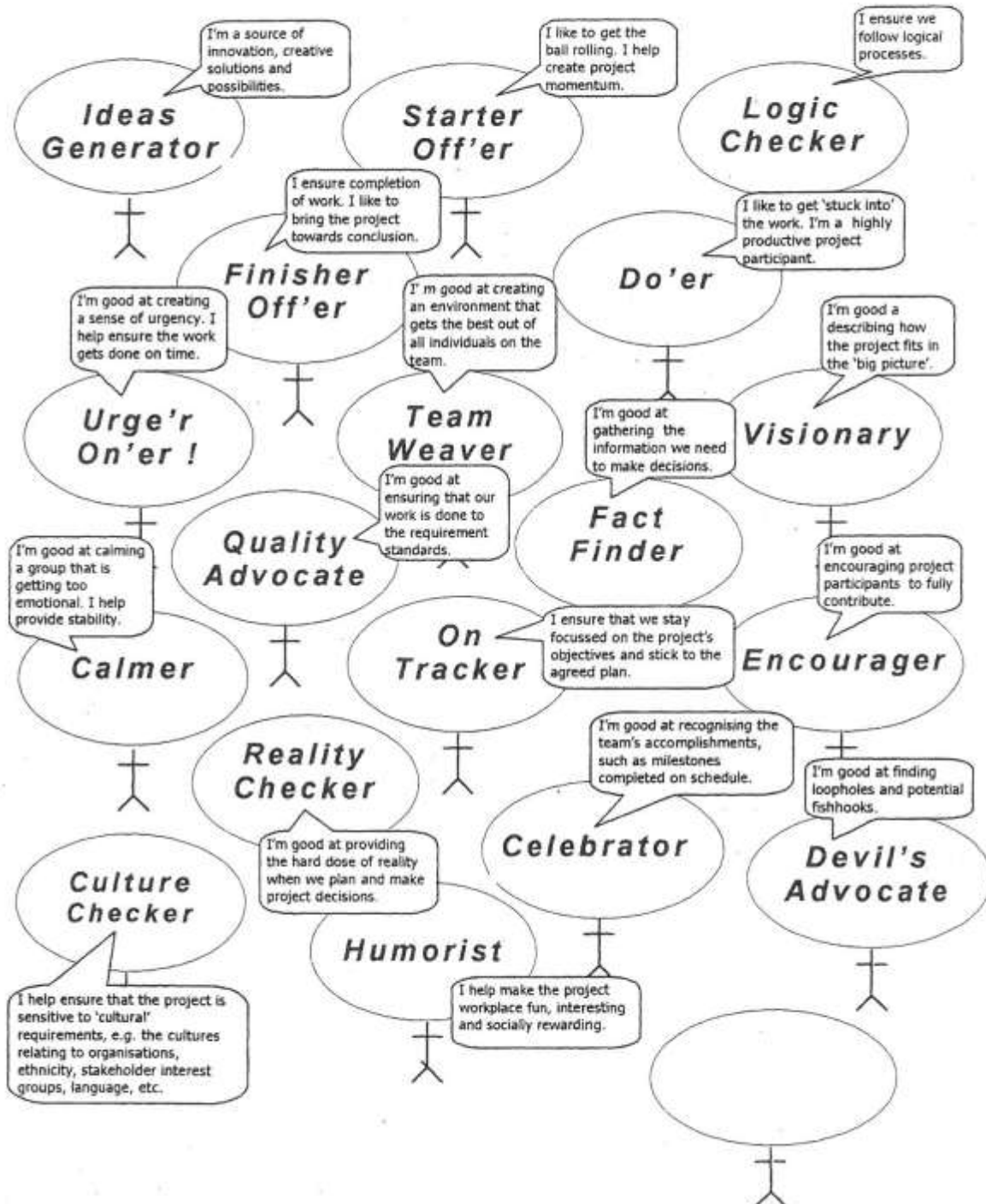
- Recognise individuals strengths and styles
- Identify and recognise individual contributions to the team event
- Assess the event team's balance and synergy, to find weak spots
- To review team effectiveness

Complete a Project Team Profile for yourself (please refer to pages 9-10), selecting 5 characteristics that best apply to you. If possible compare your characteristics with other event team members to assess where your strengths are and where you are lacking as a team.

Notes



# PROJECT TEAM PROFILE



Reference : "Practical Project Management"; Ron Eckman



(b) "Mind Map"

A mind map is a structured diagram to organise information. It involves people 'brain dumping' ideas and is a useful activity to create a pictorial map of the project's content and context. By way of an example create a mind map on the flipchart paper provided for an event of your choice. You might identify broad areas which are then sub-divided. Possible broad areas for your mind map could include;

- Purpose-aims & objectives
- Stakeholders
- Financing the project
- Time
- Marketing and promotion
- Communications
- Facility and equipment requirements
- Catering and accommodation (if applicable)
- Risks
- Event format
- Other ideas?



(c) "Project Brief"

It is useful to develop a project brief for your event as;

- It will provide a written foundation and outline for your project
- It will clarify expectations about the project ( for clients and sponsors)
- It begins to address the key issues of **who, what, when, why, where?**
- It forms an agreement between the event participants, sponsors, project team
- It paves the way for a well managed project
- It formalises the commitment from the organisation to the project.

In your event teams produce a project brief for your event. The following headings form the basis of a useful template for a project brief;

- **Event Name**- brief statement that identifies the event
- **Background**-brief background on why the event exists. It may involve the business case for the event
- **Event goal/objectives**- what the event will achieve; a statement of purpose;
- **Event scope**- main results of the event



- **Scope exclusions**-what the project will not involve or produce
- **Links**- identify any links to other events or projects
- **Parameters**- scope, cost, quality, time, priorities
- **Constraints**- identify the constraints within which the event must be planned
- **Responsibilities**- who is involved- team members, sponsors, event manager
- **External contractors** and suppliers involved in the event
- **Reporting**- methods for updating stakeholders throughout the event planning and management process
- **Communications**- a statement that identifies that all communications must go through the event manager
- **Major Risks**- identify any risks to the event

*Please turn over for Event Plan/Project Brief Template*



## Event Plan / Project Brief

### A. General Information

*Event Title:* \_\_\_\_\_ *Event Date:* \_\_\_\_\_  
*Prepared by:* \_\_\_\_\_ *Time:* \_\_\_\_\_

### B. Points of Contact

*Principal individuals who may be contacted for information regarding this event.*

<i>Name</i>	<i>Position</i>	<i>Organisation</i>	<i>Phone</i>	<i>E-mail</i>

### C. External Contractor Information

**Event Venue :**

**Company Name:**

<i>Position</i>	<i>Name</i>	<i>Phone</i>	<i>E-mail</i>

**Transport :**

**Company Name:**

<i>Position</i>	<i>Name</i>	<i>Phone</i>	<i>E-mail</i>



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## **D. EVENT OVERVIEW**

### **1. Rationale**

(Event Title, Date & Venue)

Give an overview of the event and the reasons for it.

### **2. Aims & Objectives/Target Audience**

#### **Target Audience**

#### **Aims & Objectives**

#### **Aim**

The overall aim of the event is to....

#### **Objectives**

### **3. Event Schedule**

**Provide a timetable of the event**

### **4. Staff**



Provide a list of key staff

**5. Direct Marketing (How are you going to market & promote your event**

<i>Addressee</i>	<i>Objective</i>	<i>Methodology</i>

**6. Critical Milestone Summary**

*Identify key points in the organisation of the event*

<i>Milestone</i>	<i>Projected Date of Completion</i>	<i>Significance</i>

**7. Budget Planning Summary**

<b>Planned Expenditure)</b>						
<i>Item</i>	<i>Number</i>				<i>Total</i>	<i>Comments</i>
<b>Total</b>						
Explanation:						



**8. Task Analysis Sheet**

Task (What needs to be done)	Who is responsible?	Time required	Deadline	Completed	Evaluation/ Comments/Recommendations

**9. Health & Safety Management**

**IMPORTANT HEALTH AND SAFETY CONTACTS AND INFORMATION**

What	Where/Who
	(insert relevant location or person's name here)
Trained first aider	
First aid kit	
Hazard register	
Accident register	
Local doctor	
Fire extinguishers	



Fire exits	
Fire wardens	
Assembly points in event of evacuation	
Occupational safety and health representatives	
<p><i>I have read the above document and agree to abide by all required Health and Safety procedures.</i></p> <p>Name: _____</p> <p>Signed: _____</p> <p>Date: _____</p>	

Risk Planning Summary

*Complete a RAMS assessment for your event and include it in your Event Planner*

**RISK ANALYSIS AND MANAGEMENT SYSTEM (RAMS)**

**ACTIVITY/SITUATION:**

Analysis

Description

<b>RISKS</b> Accident, injury, other forms loss			
	<b>CASUAL FACTORS</b> Hazards, perils, dangers	<b>People</b>	<b>Equipment</b>





<b>RISK MANAGEMENT STRATEGIES</b>	Normal Strategies	<b>People</b>	<b>Equipment</b>	<b>Environment</b>
	Emergency			

<b>RELEVANT INDUSTRY STANDARDS APPLICABLE</b>	
<b>POLICIES AND GUIDELINES RECOMMENDED</b>	
<b>SKILLS REQUIRED BY STAFF</b>	



<b>FINAL DECISION ON IMPLEMENTING ACTIVITY</b>	Please choose <u>one</u>		
	<b>Accept</b>	<b>Committee Members</b>	<b>Reject</b>
		Name & Title ----- -----  (please sign to accept or reject) Date: .....	
		Name & Title ----- -----  (please sign to accept or reject) Date: .....	
	<b>Comments:</b>  Please sign the RAMS form and return it to _____. Postal address: The form can also be scanned and returned by email to _____		

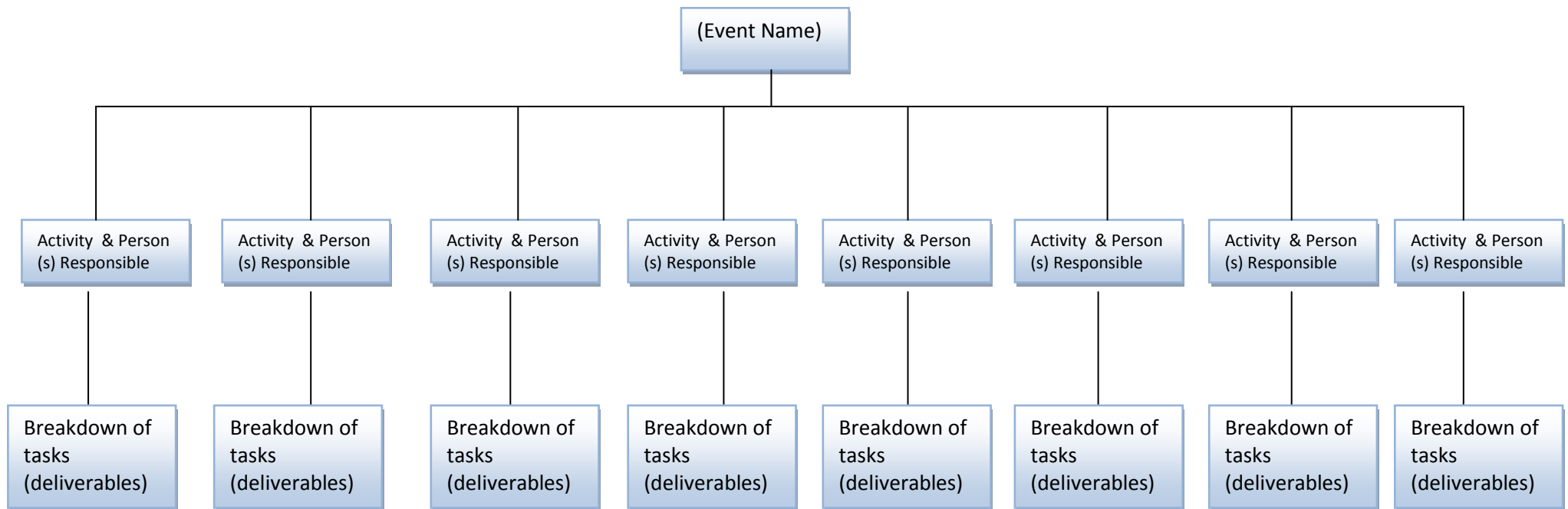
RAMS Form Prepared by \_\_\_\_\_ Date: \_\_\_\_\_



### (d) "Work Breakdown"

It is useful to identify how the workload will be divided. This can be done using a simple hierarchical structure diagram.

In your event teams produce a work breakdown for your event. Remember to revisit your 'Event Team Profile' to ensure that you get the correct mix of skills and qualities for the activities to be undertaken.



Keep adding boxes until all tasks have been allocated and addressed



### **(e) Draft a budget**

When planning an event you will have to consider the cost implications so it is always advisable to draft a budget. The following template should act as a guide only.

## **Event Budget**

<b>Income</b>	<b>Total Attendees</b>	<b>Budget</b>
Adult Registration @ \$xxxx		
Group Registration @ \$xxx		
Child Registration @ \$xxx		
Grants/Sponsorship		
Comp Sponsor Tickets		
Comp Volunteer Tickets		
Merchandise Sales		
Food Sales		
<b>Total Income</b>		<b>\$</b>

<b>Expenses</b>	<b>Description</b>	<b>Budget</b>
Venue		
Audio Visual		
Computer Equipment		
Guest Speakers	Speaking fee, travel, accommodation costs	
MC		
Advertising	Radio, Billboards, Newspaper	
Website		
Design	Banners, programme, advertising	
Trophies/Medals Engraving		
Decor		
Printing	School newsletter	
	Direct mail	
	Promotional posters	
Signage and Banners		
Staging		
Ropes/Barriers		
Refrigeration		
Generator		



Traffic Management		
Uniforms		
Opening Ceremony		
Closing Ceremony		
Theming		
Volunteer Training		
Volunteer Thank You Event		
Merchandise		
Competitor Packs		
Nametags		
Cleaners/Rubbish Removal		
First Aid		

<b>Expenses</b>	<b>Description</b>	<b>Budget</b>
Catering		
Transponders		
Special License		
EFTPOS Terminal		
Bank Charges		
Event Management Travel		
Insurance		
Storage		
Donation to Charity/Clubs		
Miscellaneous		
<b>Total Costs</b>		<b>\$ -</b>

**Profit/Loss** **\$ -**



(f) "Milestone Chart"

The milestone chart is a good tool for creating an overview of the big picture as it outlines the entire event. However it does not show specific details. It is usually done in the past tense as it identifies what has been achieved eg 'Venue Booked', rather than 'Book Venue'.

**Activity**

A non-profit sports organisation ( you can identify the sport) has asked you to project manage a sports event (for the purpose of this exercise you decide). You are expected to pull together a team of volunteers to plan this event, which is to be held before the end of next year.

- Identify approximately 15-25 milestones that could be used to track the progress of your project.

Eg Venue booked, Officials confirmed etc.

- Organise your milestones using the calendar format provided to your team

**Tips**

1. Begin by using a mind chart to brainstorm the elements of the selected event - you could use the one you did in an earlier activity.
2. Use 'post -it' notes with one milestone per 'post it' note and a date milestone was achieved
3. Make sure you write in the past tense as milestones are things that have been achieved.
4. Use flipchart paper- fold into 12 columns and put the month on each column
5. When the project is underway your milestones can become more weekly based.
6. You should also set up status points to assess the progress of the project eg a line at the beginning of March with a note "Status as of 01/03



Notes









### **Activity 3: "Event Staff/Volunteers Job Description"**

Running an event regardless of its size takes a considerable amount of organisation. To conduct a successful event it is often required to delegate responsibility to a volunteer or if you're lucky a staff member. The following headings provide some things to consider when drafting a job description for an event staff member or volunteer. Working as part of a group, draft an event staff job description.

#### **EVENT STAFF OR VOLUNTEER JOB DESCRIPTION (SAMPLE ONLY)**

##### Overview

Summary of role

##### Who the volunteer/event staff is responsible to.

Line manager details

##### Responsibilities and duties.

List

##### Knowledge and skills required.

List

##### Estimated time commitment required including the dates.

Identify time commitment and time period

##### Uniform.

Identify dress code

##### Work Area.

Identify location



#### **Activity 4: "Event Evaluation / De-brief"**

**It is important to measure your own success in managing the event and part of this process should therefore involve an event evaluation.**

**In your groups discuss how you would achieve this and consider the information that you would need in order to effectively evaluate your event.**

**Notes**



## **Help & Support**

**For further help and support please contact the Tasman Regional Sports Trust, Sports Development Team;**

Sports House Board Room (Saxton Stadium Complex)  
142 Saxton Road,  
Stoke 7011

Steve Mitchell (Senior Advisor-Sport Development)  
03 546 3304  
[steve.m@sporttasman.org.nz](mailto:steve.m@sporttasman.org.nz)

Julie Price (Advisor-Sport Development; Nelson)  
03 923 2322  
[julie.p@sporttasman.org.nz](mailto:julie.p@sporttasman.org.nz)

Chris Morris (Advisor-Sport Development; Marlborough)  
03 577 8855  
[chris.m@sporttasman.org.nz](mailto:chris.m@sporttasman.org.nz)

### **Useful Websites**

[www.sparc.org.nz/en-nz/communities-and-clubs/Toolkit-for-Clubs/](http://www.sparc.org.nz/en-nz/communities-and-clubs/Toolkit-for-Clubs/)  
[www.tasmanregionalsports.org.nz](http://www.tasmanregionalsports.org.nz)